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Carnations

1947-48 SEASON

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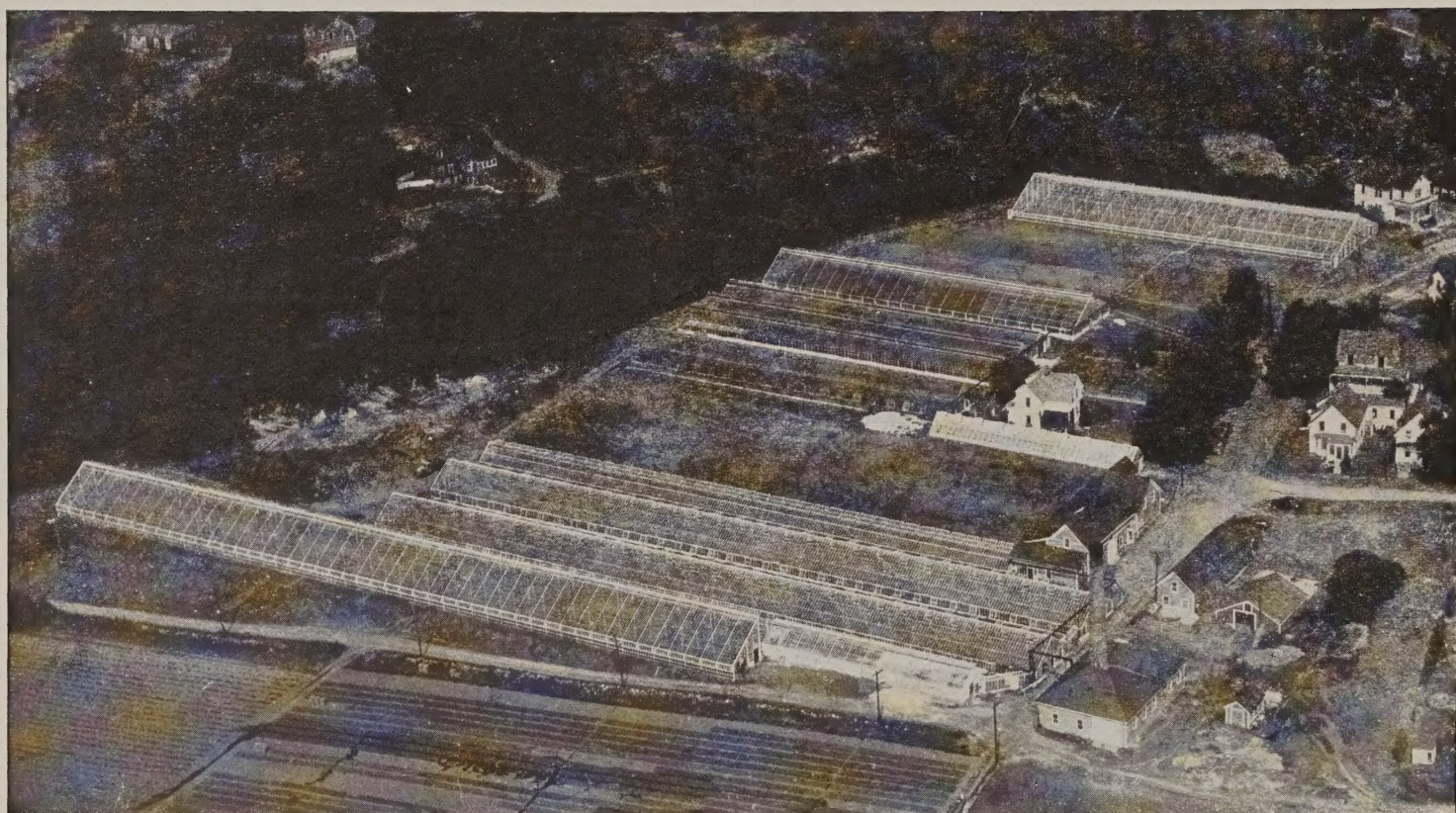
★ SEP 29 1947 ★

U. S. DEPARTMENT OF AGRICULTURE

SIM CARNATION CO., INC.
SAUGUS, MASSACHUSETTS

SIM CARNATION CO., INC.

47 MORTON AVENUE :: SAUGUS, MASS.



AIRPLANE VIEW OF SAUGUS RANGE OF SIM CARNATION CO., INC.
Modern Propagating Range To Be Built In Vacant Area In Center

*F*OR several decades, the name "SIM" has been closely linked to quality carnations all over the world wherever this popular flower has been grown.

Originally concerned only with the dissemination of its own introductions, the Sim Carnation Company realized about twelve years ago that there was need of a dependable source of supply of cuttings of the standard varieties, and also that it would be convenient for growers and jobbers alike to be able to secure their requirements from one source rather than to shop around among a half a dozen establishments for as many varieties. Therefore, this firm adopted the policy of growing for stock purposes all of the available current varieties of carnations which it considered were of commercial value.

That this policy met a real need, and that the quality of the stock produced and the service rendered has met with approval is manifested by the constantly increasing patronage which the firm has enjoyed. Nearly five thousand individual growers have purchased stock of the Sim Carnation Company, and a great many of these growers have come back year after year for cuttings. Cuttings have been shipped to every state in the United States, and to seventeen countries outside of our own. Over a million and a half cuttings are sold each season, with the quantity rising steadily.

The experience and reputation of this firm is your guarantee and protection. Many growers are of the opinion that it is cheaper for them to purchase rooted cuttings from a reliable source than it is to propagate their own stock. In any event, it is poor economy to shop for a low price when purchasing plants. Cheap cuttings are very likely to be the most expensive. There is no substitute for quality.

The cuttings listed in this pamphlet may be purchased directly from us or through your favorite jobber. Orders from jobbers receive the same prompt and careful attention as those placed directly with us. All orders are shipped in rotation. The earlier your order is placed, the sooner you will receive your stock.

NETTA

This splendid light pink carnation is so heavily booked at this time that we cannot accept additional orders for shipment this season. However, we want to tell you about the variety so that you will be familiar with it and may place your order now for the 1948-49 season. We had planned to show a color plate of this variety, but our photographer has delayed so long that we have decided to dispense with a color photo for the time being.

NETTA is a lovely shell pink, much richer than Virginia, and having a very slight salmon cast similar to that of Pink Spectrum or Maytime. The flower is much larger and fuller than any of the Virginias, and the petals are not so deeply serrated. The stems are long and strong. Splitting occurs briefly on the first flowers in the fall, but continues only a short time, so that the percentage of splits over the season is very low. The plants are large and bushy, clean and vigorous, and produce a much better than average crop of flowers. The variety keeps well, and opens up in water better than any variety we have ever seen. The flowers are larger and better a day or two after they are cut than at cutting time. Altogether, we consider it the finest light pink we have ever grown.

This variety scored 92 points at the American Carnation Society Exhibition in Chicago, the highest scoring of any variety entered for medals or certificates. For this it was awarded a silver medal. It was also awarded a silver medal by the Society of American Florists for an entry in the National Flower Show. The variety scored 85 points and was given an award of merit by the New England Carnation Growers Association in December 1946. The finest testimony that we can offer is that every grower who has seen the variety growing in our greenhouses during the past two seasons has placed an order for it.

The sale of cuttings is restricted until December 31, 1950. The price is \$20.00 per 100 and \$150.00 per 1000.

WHITE VARIETIES

COLONEL BLIMP. A new seedling, similar in form to Olivette, but taller. It is a good producer, keeper and shipper, and the plants appear to be disease resistant. Flowers are of medium size.

\$20.00 per 100 \$150.00 per 1000

WHITE BRIRY. A sport of John Briry. In our opinion, this is the finest quality white carnation available. A large flower carried on a long, stiff stem, of beautiful form and having excellent keeping qualities. Production is a little higher than with the parent variety. The plants are very large, bushy, vigorous and clean. (Sold on license from Denver Wholesale Florists Co. Sales restricted until May 1948. Agreements must be signed.)

\$15.00 per 100 \$125.00 per 1000

NORTHLAND. A pure white seedling regarded by many as the leader of the white varieties. The flower is large, full-centered and fragrant. It keeps and ships well. The stems are strong and of good length. Quality is excellent, particularly in the spring. The plants are very large, bushy and clean, and carry well the second season. Production is good.

\$15.00 per 100 \$125.00 per 1000

MERCURY. A sport of Giant Fisher. The color and form are the same as that of White Fisher, but the flowers are very much larger. The habits are the same as those of other Fisher varieties. It is a good commercial variety.

\$15.00 per 100 \$125.00 per 1000

ARUNDEL. A beautifully formed flower, similar to Olivette, but much larger. Plants are heavier than those of Olivette, and stems are longer. An excellent keeper, and a good producer. Rarely splits.

\$12.00 per 100 \$100.00 per 1000

OLIVETTE. A very popular variety, still considered by many to be the most profitable white. The flower is of medium size, full-centered and symmetrical in form. A heavy producer of fragrant flowers which are splendid keepers. Stems are strong and of medium length. Does best when indoor culture is practiced.

\$8.50 per 100 \$75.00 per 1000

LIGHT PINK VARIETIES

HERCULES. The best of the light pink sports of Virginia.

The color is the same as that of Virginia. Although the flowers are half again as large as Virginia and are much fuller, splitting is slight. Production is as good as Virginia, and stems are a trifle longer. Growing habits are the same as with other Virginia varieties. The first flowers in the fall appear very much like Virginia, but they rapidly increase in size. A truly fine carnation.

\$15.00 per 100 \$125.00 per 1000

VIRGINIA. A light Enchantress pink so widely grown as to require no description. Because Virginia is the parent of numerous sports, and all of these sports have the same general habits, we will comment upon these habits rather than repeat the same thing for each Virginia sport. Production is uniform and fairly heavy throughout the season. The flowers are medium to large. Stems are strong, and while quite short early in the season, reach a good length as the season progresses. There is no splitting. Early flowers are quite open-centered, but improve rapidly. All of the Virginia varieties carry well the second season. The flowers are remarkable keepers. The one most serious fault of the varieties is that they are very susceptible to fungus diseases, but careful culture and indoor growing will do much to eliminate this danger.

\$8.50 per 100 \$75.00 per 1000

NETTA. Sold out for this season. Orders now being taken for 1948-49 season. See description above.

\$20.00 per 100 \$150.00 per 1000

MEDIUM PINK VARIETIES

VIRGINIA ROSE. A rose pink sport of Virginia, lighter in color than Ward or Rosalie, but much brighter than Virginia or Peter Fisher. A very popular variety having the same characteristics as the parent.

\$8.50 per 100 \$75.00 per 1000

PETER FISHER. A very prolific variety. Flowers are of medium size, stems are long, the calyx seldom splits, plants are bushy and production is high. It is an easy variety to grow and fairly immune to troublesome fungus diseases. One of the peculiarities of the variety is that the quality of the flower improves in the spring when most varieties are deteriorating. A good keeper.

\$8.50 per 100 \$75.00 per 1000

DEEP PINK VARIETIES

VIRGINIA MILLER. A deep pink sport of Virginia. One of the most popular of all of the Virginias. Except for color, the habits are those of Virginia.

\$15.00 per 100 \$125.00 per 1000

JOHN BRIRY. This fine deep pink seedling attains the highest quality of any variety in its color class. The flower is very large and full and is beautifully formed. It keeps and ships perfectly. The stem is very long and strong. The plants are large and bushy. Splitting is rare. Production is not as heavy as with some other varieties, but premium prices for the flowers greatly offset this.

\$8.50 per 100 \$75.00 per 1000

DARK PINK FISHER. A very popular and profitable sport of Peter Fisher. The color is much deeper than that of Virginia Rose, but not as deep as that of Briry or Virginia Miller. The flowers are slightly larger than those of the parent, and are at their best during the spring holiday season. In other respects, the variety has the same habits as Peter Fisher.

\$8.50 per 100 \$75.00 per 1000

LIGHT SALMON PINK VARIETIES

CHARM. (This variety is patented by A. Rasmussen & Son, and agreements must be signed.) The color is a lovely and lively shade of pink, a little lighter than that of Laddie, but deeper than Ida or Salmon Virginia. There is no splitting. Stems are very long and stiff. Production is good.

\$20.00 per 100 \$150.00 per 1000

SALMON VIRGINIA. A light salmon pink, not to be confused with several deep salmon sports of Virginia. The color is between that of Virginia and Charm. It is frequently substituted for Virginia, and the color blends well in any floral arrangement. It will greatly outproduce Charm, and produces a little better than the parent. In other respects, it is the same as Virginia.

\$12.00 per 100 \$100.00 per 1000

IDA. A sport of Eleanor, having much the same color as the parent, but being less soft and a better keeper than the parent. The color is only slightly on the salmon, and may be used wherever a light pink is desired. Production is good, and plants are very bushy. The flower is medium to large and the stems are long. Splitting is slight, and the keeping quality is good.

\$8.50 per 100 \$75.00 per 1000

RED AND CRIMSON VARIETIES

WILLIAM SIM. (This variety is patented by Patten & Co., and agreements must be signed.) The color of this fine seedling is a vivid scarlet. The flowers are large and full-

centered. In form it resembles Tom Knipe, but the color is brighter and the flowers not quite as large. It has a good stem, produces well and is a good keeper. Plants are large and bushy.

\$20.00 per 100 \$150.00 per 1000

#16 RED. A seedling similar in color and form to William Sim, and only slightly smaller. The stem is not as long as that of William Sim, but is stronger. Production is higher. The flowers are very full, and some splitting occurs. It is an excellent keeper. The plants are not as heavy or bushy as those of William Sim, permitting closer planting.

\$15.00 per 100 \$125.00 per 1000

VICTORY RED. A selected and improved sport of King Cardinal. The color is a little deeper than Cardinal, and the flowers are fuller. They also keep better in the autumn and spring than does Cardinal, and do not have as much grassy, non-productive growth. This was really our leading red during the past year, both in production and general quality.

\$12.00 per 100 \$100.00 per 1000

RED SETH PARKER. A sport of Seth Parker, having the same habits of growth as the parent. The stems are very long, and the flower is large. Production is good and the quality is tops. The color is not as vivid as that of the other reds, but is a true scarlet. It keeps well, and rarely splits.

\$12.00 per 100 \$100.00 per 1000

C. W. WELD. A crimson similar in color to Seth Parker, but lighter than Woburn. It is one of the heaviest producing varieties grown today. The plants are bushy, the stems are of good length and stiff, and the variety is quite disease-resistant. The flowers are good keepers, but some splitting occurs. Believing that this is the best of the crimson varieties, we have abandoned all others in this color class for flowering purposes.

\$12.00 per 100 \$100.00 per 1000

NOVELTY SHADES

PELARGONIUM. The most widely grown and popular of the novelty carnations. The color is a white ground overlaid with maroon or orchid. The bloom is large and of good substance. The stem is long and the calyx firm. There is no grassy growth, and plants should be spaced closer than with the average variety. Production is good, and the keeping quality is excellent.

\$12.00 per 100 \$100.00 per 1000

SCARLET KING. A sport of Pelargonium, having the same characteristics as the parent variety except that the overlay on the petal is scarlet. This is one of the prettiest carnations grown, and is rapidly surpassing Pelargonium in popularity.

\$12.00 per 100 \$100.00 per 1000

MILLER'S YELLOW. The only clear yellow carnation we know of which is of commercial value, and probably the best yellow introduced to date. The plants are very large and bushy, producing long, sturdy stems and an abundance of large, high quality flowers. Splitting is slight, and the flowers keep and ship to perfection.

\$12.00 per 100 \$100.00 per 1000

FROSTED PATRICIAN. A lovely sport of Patrician, having all of the characteristics of the parent plant. The white petals are overlaid with a pink flaking, making a very attractive variegation. The variety won numerous awards at the American Carnation Society Exhibition in Chicago. The flowers are very large and full. Stems are long and sturdy. Plants are heavy and bushy. Some splitting occurs. Keeping quality is perfect. Our supply of this variety is very limited.

\$8.50 per 100 \$75.00 per 1000

TERMS OF SALE

250 CUTTINGS OF ONE VARIETY are billed at the 1000 rate. Fewer than 250 cuttings of one variety are billed at the 100 rate. No order will be accepted for fewer than 100 cuttings of any one variety.

DISCOUNTS. We allow a 5% discount for cash with the order, or a 2% discount 10 days from the date of shipment. No discount is allowed after 10 days, and all payments are due within 30 days of the date of shipment.

CLAIMS. We are NOT responsible for damage to stock in transit. If the shipment has been delayed with consequent damage to the plants; if the plants have been frozen, crushed, etc., do not reject the shipment, but accept it and get a "bad order" receipt from your expressman, then file a claim for damages with the carrier at once. The filing of such a claim is your responsibility. On the other hand, if you are not satisfied with the **QUALITY** of the cuttings because of size, poor rooting, etc., advise us within 24 hours after shipment has been received, and we will be glad to entertain your claim. **No claim will be honored unless mailed to us within 24 hours after shipment has been received.**

WARRANTY. We give no warranty, expressed or implied, as to description, character or productiveness of any plants, and we will in no way be responsible for the growth of the plants or for the crop. We guarantee satisfaction

upon receipt of the plants. After that, they are beyond our control, and all responsibility for them rests with the purchaser.

SHIPMENTS will be made by Railway Express unless we are otherwise instructed, and all carriage charges are paid by the purchaser. In the event of strikes, embargoes or severe weather, we reserve the right to make shipment by Air Freight, if, in our judgement, the welfare of the plants would otherwise be jeopardized or the order seriously delayed. Customers should advise us if such an arrangement is not satisfactory.

FOREIGN ORDERS must be accompanied by cash, paid for with International Money Orders or drafts on a United States bank. Allowance should be made for carriage charges where shipments cannot be sent collect.

IMPORTANT. Address all communications, send orders and make checks payable to the **SIM CARNATION CO., INC., Saugus, Mass.**

We expect to have a booklet on **THE CULTURE OF CARNATIONS** available by the time the shipping season starts. This booklet will be included without charge in all shipments of cuttings made by us.

CARNATION SIM CUTTINGS